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3-31-04  
Application Serial No.: 09/540,035  
Attorney Docket No: 99-063

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CUSTOMER NO. 22927

Applicants: Walker et al.  
Application No.: 09/540,035  
Filed: March 31, 2000  
Title: RETAIL SYSTEM FOR SELLING PRODUCTS BASED ON A  
FLEXIBLE PRODUCT DESCRIPTION  
Attorney Docket No. 99-063

Group Art Unit: 3628  
Examiner: F. Poinvil

AMENDMENT AND RESPONSE

to the Office Action mailed October 22, 2003 (Paper No. 7)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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MAR 26 2004

GROUP 3628

Dear Examiner:

In response to the Non-Final Office Action mailed October 22, 2003, (Paper No. 7), please consider the following remarks. Please note that references to "we", "us", "our" and the like refer to the present Applicants.